

**SS.7.C.2.11:** Analyze media and political communications (bias, symbolism, propaganda).

## **Propaganda Techniques**

**Propaganda:** ideas used to influence people's thinking or behavior

**Bias:** a prejudice for or against one person or group, especially in a way considered to be unfair.  
**Propaganda Techniques**

1. **Card Stacking:** The strategy of showing the product's best features, telling half-truths, and omitting or lying about its potential problems.
2. **Testimonial (Endorsement):** The use of well-known, respected people to endorse a product or service.
3. **Glittering Generalities:** The act of referring to words or ideas that evoke a positive emotional response from an audience. Virtue words are often used.
4. **Transfer (Symbolism):** The act of relating something or someone we like or respect with a product or symbol. Symbols are constantly used in this form of propaganda.
  - Common Symbols
  - The flag represents the nation.
  - Uncle Sam represents a consensus of public opinion.
  - A skull and cross-bones equals danger.
  - Eagle represents bravery
5. **Plain Folks:** The use of everyday people to sell a product or service. Speakers and ads appear to make the person to be "one of the people."
6. **Bandwagon:** Bandwagon attempts to persuade the target audience to take a course of action "everyone else is taking." "Join the crowd." This technique reinforces people's natural desire to be on the winning side.
7. **Name-calling:** The use of names that evoke fear or hatred in the viewer. The name-calling technique links a person, or idea, to a negative symbol.



**“Living Room Candidate Activity”**

**Directions:** Watch the commercials and use your knowledge of the propaganda techniques above to help you answer the questions

**1. (Ike for President; Dwight D. Eisenhower (R) - 1952)**

<http://www.livingroomcandidate.org/commercials/1952>

**A. Name two examples of symbolism that are found in this advertisement.**

1. \_\_\_\_\_
2. \_\_\_\_\_

**B. What other types of propaganda techniques are being used? Cite evidence from the commercial to prove your selections are correct?**

- ☐ The Bandwagon \_\_\_\_\_
- ☐ Just Plain Folks \_\_\_\_\_
- ☐ Glittering Generality \_\_\_\_\_
- ☐ Name-Calling \_\_\_\_\_
- ☐ Stacked Cards \_\_\_\_\_
- ☐ Endorsements/Testimony \_\_\_\_\_

**C. What evidence of bias is exhibited in this advertisement?** \_\_\_\_\_  
\_\_\_\_\_**2. (Peace little Girl “Daisy”; Lyndon B. Johnson (D) - 1964)**

<http://www.livingroomcandidate.org/commercials/1964>

**A. Name two examples of symbolism that are found in this advertisement.**

1. \_\_\_\_\_
2. \_\_\_\_\_

**B. What other types of propaganda techniques are being used? Cite evidence from the commercial to prove your selections are correct?**

- ☐ The Bandwagon \_\_\_\_\_
- ☐ Just Plain Folks \_\_\_\_\_
- ☐ Glittering Generality \_\_\_\_\_
- ☐ Name-Calling \_\_\_\_\_
- ☐ Stacked Cards \_\_\_\_\_
- ☐ Endorsements/Testimony \_\_\_\_\_

**C. What evidence of bias is exhibited in this advertisement?** \_\_\_\_\_  
\_\_\_\_\_**3. (Prouder, Stronger, Better; Ronald Regan (R) - 1984)**

<http://www.livingroomcandidate.org/commercials/1984>

**A. Name two examples of symbolism that are found in this advertisement.**

1. \_\_\_\_\_
2. \_\_\_\_\_

**B. What other types of propaganda techniques are being used? Cite evidence from the commercial to prove your selections are correct?**

- ☐ The Bandwagon \_\_\_\_\_
- ☐ Just Plain Folks \_\_\_\_\_
- ☐ Glittering Generality \_\_\_\_\_
- ☐ Name-Calling \_\_\_\_\_
- ☐ Stacked Cards \_\_\_\_\_
- ☐ Endorsements/Testimony \_\_\_\_\_

**C. What evidence of bias is exhibited in this advertisement?** \_\_\_\_\_  
\_\_\_\_\_

**4. (South, Jimmy Carter (D) - 1976)** <http://www.livingroomcandidate.org/commercials/1976>

A. Name two examples of symbolism that are found in this advertisement.

1. \_\_\_\_\_
2. \_\_\_\_\_

B. What other types of propaganda techniques are being used? Cite evidence from the commercial to prove your selections are correct?

- ☐ The Bandwagon \_\_\_\_\_
- ☐ Just Plain Folks \_\_\_\_\_
- ☐ Glittering Generality \_\_\_\_\_
- ☐ Name-Calling \_\_\_\_\_
- ☐ Stacked Cards \_\_\_\_\_
- ☐ Endorsements/Testimony \_\_\_\_\_

C. What evidence of bias is exhibited in this advertisement? \_\_\_\_\_

**5. (Will Ferrell Will Do Anything to Get You to Vote, Barack Obama (D) - 2012)**<http://www.livingroomcandidate.org/commercials/2012>

A. Name two examples of symbolism that are found in this advertisement.

1. \_\_\_\_\_
2. \_\_\_\_\_

B. What other types of propaganda techniques are being used? Cite evidence from the commercial to prove your selections are correct?

- ☐ The Bandwagon \_\_\_\_\_
- ☐ Just Plain Folks \_\_\_\_\_
- ☐ Glittering Generality \_\_\_\_\_
- ☐ Name-Calling \_\_\_\_\_
- ☐ Stacked Cards \_\_\_\_\_
- ☐ Endorsements/Testimony \_\_\_\_\_

C. What evidence of bias is exhibited in this advertisement? \_\_\_\_\_

**6. (Pants on Fire, Bob Dole (R) - 1996)** <http://www.livingroomcandidate.org/commercials/1996>

A. Name two examples of symbolism that are found in this advertisement.

1. \_\_\_\_\_
2. \_\_\_\_\_

B. What other types of propaganda techniques are being used? Cite evidence from the commercial to prove your selections are correct?

- ☐ The Bandwagon \_\_\_\_\_
- ☐ Just Plain Folks \_\_\_\_\_
- ☐ Glittering Generality \_\_\_\_\_
- ☐ Name-Calling \_\_\_\_\_
- ☐ Stacked Cards \_\_\_\_\_
- ☐ Endorsements/Testimony \_\_\_\_\_

C. What evidence of bias is exhibited in this advertisement? \_\_\_\_\_